

Cultural Districts Implementation Plan

The Cultural Districts project responds directly to the 2019 Culture Master Plan's recommendation for the City to support public art, tactical urbanism, temporary pop up and placemaking initiatives in outdoor and underused-spaces throughout the city (*Rec. 2.1.4.1*). Its Implementation Plan identifies a three-year strategy (2021-2023) for focusing cultural development, public realm activations and programming expansion across the city's six Cultural Districts—Clarkson, Port Credit, Cooksville, the Downtown Core, Streetsville and Malton.

Cultural Investment in Neighbourhood Main Streets (the "project") will facilitate the launch of the Cultural Districts strategy by supporting the implementation of several recommendations articulated in the Cultural Districts Implementation Plan. Some of these recommendations may include:

- Identify areas for providing support to BIAs and local businesses affected by the Hurontario LRT construction (*Rec. 1.10.3*).
- Continue to work strategically with BIAs to coordinate annual event programming and opportunities to work together (*Rec. 1.14*).
- Improve access to the park located behind Streetsville Village Hall by incorporating wayfinding signage and temporary public art (*Rec. 3.1*).
- Partner with Downtown stakeholders to coordinate winter-focused programming in the Downtown Core, such as seasonal outdoor lighting, festivals and events (*Rec 4.10*).
- Engage Downtown stakeholders such as landowners, local businesses, organizations and community groups on Cultural District related initiatives on an as-needed basis as opportunities arise (*Rec. 4.11*).
- Tell the story of the Downtown Core community through new interactive, public art, signage and culture programming (*Rec. 4.2*).
- Strengthen and enhance Cooksville's unique identity (*Rec. 5.1*).
- Identify creative placemaking and public art opportunities in Clarkson's public realm to enhance the sense of place at the pedestrian scale (*Rec 6.1*).
- Actively explore opportunities to engage Malton community residents, commuters, youth and students to increase vibrancy in public spaces and trails (*Rec 7.1*).

Simultaneous to the *Cultural Investment in Neighbourhood Main Streets* project, Community Services staff are engaged in long-term planning for arts and culture in the Lakeview Village development, including discussions regarding potential future cultural infrastructure within this new community. The project will inform the vision for Lakeview as a seventh Cultural District with a focus on cultural development. It will support staff in creating a template for a cultural district strategy that utilizes a third party service provider(s) to animate the future Cultural District.

Should the multi-year program of animations/activations have the desired impact of adding vibrancy to Cultural Districts, an annual strategy could be developed to roll out the program across the city to other prospective Cultural Districts and public spaces (*2019 Culture Master Plan, 2.1.4.1*).

Public Art Master Plan (PAMP)

The goal of the PAMP “is to establish a unique artistic identity for the city” that is “progressive and thought provoking: playing on the community’s distinct assets.” The PAMP guides development and implementation of Mississauga’s public art program through a design and curatorial outline.

With the PAMP’s five year implementation period (2016-2020) coming to an end, City staff will undertake a review of the PAMP in 2021 to outline the next steps of this strategy. There are several outstanding recommendations that the *Cultural Investment in Neighbourhood Main Streets* project could advance, including:

- Provide public art mentorship opportunities for emerging artists (*Rec. 10*).
- Continue investigation of sponsorship opportunities in partnership with other public and private corporations (*Rec. 22*).
- Exploring granting opportunities for public art projects that support not-for-profit and/or charitable community arts organizations, groups and collectives (*Rec. 23*).
- Collaborate with MiWay to identify opportunities at Major Transit Station Areas for temporary public art (*Rec. 25*).
- Grow opportunities for digital-based arts programming in collaboration with artists, arts organizations and other partners (*Rec. 28*).
- Continue to be a leading example in Mississauga of best practices for digital public art (*Rec. 29*).
- Use existing and emerging technology to commission interesting digital art projects on existing screens, project art content on built infrastructure and/or commission artists as part of an interactive digital feature (*Rec. 30*).

Mississauga Celebration Square Strategic Plan

The City is committed to creating great public spaces and tourism drawing experiences. The vision for Mississauga Celebration Square (MCS) is to be “the premier venue for outdoor events, creative expression and memorable experiences.”

A 10-year strategic plan was developed for the Square to achieve this vision and cement MCS as the City’s premiere outdoor cultural venue. Staff are currently halfway through the 10-year plan (2016 to 2025) and are seeking innovative opportunities to expedite the actions within this plan over the next five years.

The *Cultural Investment in Neighbourhood Main Streets* project could support advancing recommendations such as growing and attracting events with tourism appeal by:

- Producing a winter lighting program that will position Mississauga’s downtown as a winter destination;
- Providing programs that reflect an intercultural audience; and
- Enhancing programming and promotional partnerships with immediate stakeholders (Sheridan, AGM, Square One, etc.).